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CLAIM AMENDMENTS

Please amend the claims as follows:

1. - 105. (Cancelled)

106. (New) A method of delivering digital content, comprising:

receiving a request from a customer for transfer of A/V content in digital form to the customer at a customer storage or playback device;

receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the A/V content to the customer;

displaying a menu just before, after or during presentation of the selection of A/V content to the customer, the menu displaying selected portions of the A/V content for which additional usage rights beyond said limited usage rights under the first usage rule that are available, the selected portion comprising at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;

receiving a request from the customer for acquisition of the additional usage rights beyond the first usage rights to the selected portions of the A/V content as a separate subsequent transaction;

receiving payment from the customer for the separate subsequent transaction; and

as a result of receiving payment for said separate subsequent transaction, enabling the customer to store the selected portion of the A/V content under said separate usage rights beyond the first usage rule acquired as a result of the separate subsequent transaction on the customer storage or playback device.

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107. (New) The method according to claim 106, where the transaction attaches a second usage rule to the selected portion.

108. (New) The method according to claim 107, where the separate subsequent transaction comprises one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period of time, and a purchase of rights to play the selected portion a designated number of times.

109. (New) The method according to claim 108, where the A/V content further comprises a table of contents portion (TOC) that indexes the selected portion.

110. (New) The method according to claim 106, where both the presenting and enabling take place within a designated period of time defined by the first usage rule.

111. (New) The method according to claim 106, where the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

112. (New) The method according to claim 106, where the transferring comprises one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

113. (New) The method according to claim 106, where the storing comprises receiving a key code from the content provider to permit storing the selected portion.

114. (New) The method according to claim 106, where the storing comprises receiving a download from the content provider.

115. (New) The method according to claim 106 carried out on an electronic commerce server.

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116. (New) A method of delivering digital content, comprising:

receiving a request from a customer for transfer of A/V content in digital form to the customer at a customer storage or playback device, the A/V content further comprising a table of contents portion (TOC) that indexes the selected portion;

receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the A/V content to the customer within a time period defined by said first usage rule;

displaying a menu just before, after or during presentation of the selection of A/V content to the customer, the menu displaying selected portions of the A/V content for which additional usage rights beyond said limited usage rights under the first usage rule that are available, the selected portion comprising at least one of a soundtrack, a documentary segment, an interview, an audio segment, a video segment and a still image;

receiving a request from the customer for acquisition of the additional usage rights beyond the first usage rights to the selected portions of the A/V content as a separate subsequent transaction;

receiving payment from the customer for the separate subsequent transaction;

as a result of receiving payment for said separate subsequent transaction, enabling the customer to store the selected portion of the A/V content under said separate usage rights beyond the first usage rule acquired as a result of the separate subsequent transaction on the customer storage or playback device, the transaction attaching a second usage rule to the selected portion and the enabling being carried out by transmission of a key code to the customer that permits said storing; and

the separate subsequent transaction comprising one of: a purchase of unlimited rights to play the selected portion, a purchase of rights to play the selected portion for a designated period

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of time, and a purchase of rights to play the selected portion a designated number of times, and the enabling taking place within a designated period of time defined by the first usage rule.

117. (New) The method according to claim 116, where the A/V content comprises one of a motion picture, a television program, a documentary and a music video.

118. (New) The method according to claim 116, where the transferring comprises one of downloading the A/V content as one or more digital files, streaming the A/V content, and transmitting the A/V content as a real time transmission.

119. (Previously Presented) A tangible computer readable electronic storage medium storing instructions which, when executed on a programmed processor, carry out a method according to claim 116.

120. (New) The method according to claim 116 carried out on an electronic commerce server.

121. (New) A method of delivering digital content, comprising:

receiving a request from a customer for transfer of A/V content in digital form to the customer at a customer storage or playback device, the A/V content further comprising a table of contents portion (TOC) that indexes the selected portion;

receiving payment from the customer for the transfer of the A/V content in accordance with a first usage rule;

transferring audio/video (A/V) content in digital form from a content provider to the customer in accordance with the first usage rule, the digital form of the A/V content comprising at least an audio portion and a video portion;

providing limited usage rights to the A/V content to the customer;

presenting the A/V content to the customer within a time period defined by said first usage rule;

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displaying a menu just before, after or during presentation of the selection of A/V content to the customer, the menu displaying selected portions of the A/V content for which additional usage rights beyond said limited usage rights under the first usage rule that are available, the selected portion comprising at least one of a soundtrack;

receiving a request from the customer for acquisition of the additional usage rights beyond the first usage rights to the selected portions of the A/V content as a separate subsequent transaction;

receiving payment from the customer for the separate subsequent transaction;

as a result of receiving payment for said separate subsequent transaction, enabling the customer to store the selected portion of the A/V content under said separate usage rights beyond the first usage rule acquired as a result of the separate subsequent transaction on the customer storage or playback device, the transaction attaching a second usage rule to the selected portion and the enabling being carried out by transmission of a key code to the customer that permits said storing; and

the separate subsequent transaction comprising a purchase of unlimited rights to play the selected portion.

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